



Department of the Treasury  
Internal Revenue Service  
Washington, DC 20224

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October 2000

Dear Tax Professional,

I want to personally thank you for your continuing support of IRS *e-file* to reach our goal to have 80% of all tax and information returns filed electronically by Filing Season 2007. Because of your significant efforts, this year we had an 18% increase over last year in the number of individual returns filed electronically through a tax professional. It is our goal to add an additional 6 million IRS *e-filed* returns during the coming season.

In 2001, over **40 MILLION** people will use IRS *e-file* for faster refunds and accurate, secure filing. They know about the ease and convenience of IRS *e-file*. Taxpayers filing a balance due return will also benefit from *e-filing* and *e-paying* in a single step by direct debit (automatic withdrawal) or credit card. Direct debit payments can even be scheduled for future withdrawal through April 16th. Additionally, late or extended returns can be *e-filed* until October 16th. This year, in addition to more forms and schedules being available, the Self-Select PIN option makes *e-filing* completely paperless.

Enclosed is your **FREE** IRS *e-file* Marketing Tool Kit for the 2001 filing season. It is designed to provide you with tools and advertising aids to help you tap into the growing *e-file* market to increase your *e-file* business and keep your clients coming back year after year.

Please take the time to go through this Kit and look at each item carefully. Use the enclosed card to provide us with your feedback in making improvements to the Kit. If you need more materials, use the enclosed order form and receive them for FREE, or download them from the IRS web site at [www.irs.gov](http://www.irs.gov) (click on "Electronic Services," then "IRS *e-file* for Tax Professionals").

The Marketing Tool Kit will help you promote your *e-file* business, but it is not the only promotional effort the IRS is doing for you. Along with the Kit, we are planning an even larger IRS *e-file* advertising campaign than last year. A series of TV and radio commercials, magazine ads, Internet banners, and various other public relations activities will be implemented, thus strengthening the brand name of IRS *e-file*.

In addition, please note references to "IRS *e-file for Business*" in this Kit. Our promotional efforts for electronic filing are expanding to include business returns. Let your business clients know that there are options for *e-filing* their Forms 941, 1065, and information returns.

If you have any questions or comments regarding the IRS *e-file* Program, please call 1-800-691-1894 or visit the IRS web site at [www.irs.gov](http://www.irs.gov) (click on "Electronic Services"). Working as a team, we can increase your business and provide your clients with the highest quality tax filing experience possible!

Sincerely,

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Office of the  
Assistant  
Commissioner

Terence H. Lutes  
Acting Director,  
Electronic Tax Administration

